



Staff at UGAFODE's branch on Bombo Road in Kampala



Staff of UGAFODE's branch in Rushere



Staff of Nakivale Refugee Settlement



Staff at Sembabule branch

UGAFODE celebrates Women's Day in style

ON Tuesday March 7, 2023, the staff at UGAFODE Microfinance Limited (MDI) celebrated Women's Day in style. The celebrations were held at the institution's Head office on Silva Arcade on Bombo Road and all the 20 branches, plus three sales and customer service centres spread all over the country.

The early morning event was graced by two key female influencers who spoke to both male and female staff about several issues in line with career growth and personal development.

One of the speakers was the CEO of the Uganda Women Entrepreneurs Association Limited (UWEAL), Ms. Connie Kekihembo and the other was the former ED of Uganda Investment Authority, Prof Maggie Kigozi.

Both speakers emphasized the need for women to expand their sources of income, for example by entering into business, in addition to saving for retirement while working diligently on their jobs.

Furthermore, UGAFODE's CEO Mr. Shafi Nambobi advised staff to use their time wisely and not waste it on non-beneficial activities.

Mr. Nambobi urged staff to stay strong and work hard, noting that UGAFODE's shareholders are committed to continue investing in the institution and creating a conducive environment for both staff and customers to thrive.

One of the institution's shareholders, the Women's World Banking (WWB), is currently undertaking a Gender Assessment Study.

Women's World Banking explains

As Kate Maloney, a Social Impact Manager at WWB explained, the gender assessment consists of: (i) a women's market strategy assessment, which evaluates an institution's outreach to the low-income women's market, and specifically its



Mr. Shafi Nambobi, the CEO of UGAFODE Microfinance

product design, marketing, delivery channels and education programs, (ii) an organizational gender assessment, which evaluates an institution's gender diversity among staff, leadership and governance, specifically its recruitment, retention, pay and promotion rates and policies for women.

Ms. Maloney explained: "as UGAFODE grows, we want to ensure that growth happens in the most inclusive way possible. The gender performance study will identify areas of opportunity for UGAFODE to strengthen its position as an employer and business of choice for women."

The gender assessment will give us insights into the current needs and future aspirations of women customers. Those insights will assist UGAFODE in ensuring that their offerings are fully aligned with the financial services women want, allowing the company to better serve the women's market, and, therefore, increase its client base.

More specifically, the gender assessment will result in a Gender Action Plan, co-designed by WWB Asset Management and UGAFODE's management team, providing the



Ms Connie Kekihembo, the CEO of UWEAL

Ms. Kekihembo encouraged women to:

- Be creative and work like entrepreneurs even as you do your job.
- Enter into doing business as you work towards retirement. To succeed in business, one should endeavor to employ the right staff, train them and pay them well.
- Work on your social capital through networking.

company with tools and direction to set a clear vision for serving the women's market and developing an inclusive work environment.

All this is important because Women make up the majority of the financially un- and under-served, yet access to financial products can have a direct impact on building women's security and prosperity.

Investing in women as staff and as customers leads to stronger institutions and a more equitable world. By intentionally including women in financial services, we meet the needs,



Prof. Maggie Kigozi, the former ED of the Uganda Investment Authority

Prof. Kigozi acknowledged the unique challenges that women face while trying to balance, their families and building their careers. She advised UGAFODE staff to:

- Get support and delegate roles where you can.
- Keep on learning, unlearning and developing yourself. Look out for capacity building opportunities and find ways to improve on your skills
- Find people who can mentor you in your chosen field
- Build strong networks
- Know what you want to achieve
- Acquire leadership skills
- Learn to speak out

capabilities, and aspirations of a large part of the population.

This comes after UGAFODE's launch of the Smart Woman Loan, which is a customized loan product targeting women in business.

As Mr. Nambobi noted: "This is a very exciting time to associate with UGAFODE both as an employee or as a customer."

The strong women taking UGAFODE to the next level



Sarah Nyakaisiki
Head of Finance



Belinda Bayiga
Head of Internal Audit



Florence Mutonerwa
Head Business Growth



Christine Imong Were
Head of Legal



Joan M. Tuhimbise
Head of ICT



Milly Nakanwagi
Head Human Resource



Christine Letasi
Head of Operations



Yvonne Tumuhairwe
Head of Compliance